

Abstract

An e-commerce method involves on-line viewing of a first article through a linking node for virtual merging on another structure. A particular application of the invention is directed to a gifting method via on-line apparel shopping. The method includes providing a host-site
5 accessible to an on-line viewer (customer) and web-linkable to a retailer having an apparel site. The retailer's apparel site has images of articles stored in a virtual closet. These articles can be apparel from retail stores for viewing over the web, and the on-line viewer is linked to the host-site. The consumer selects a structure, such as a photograph of a person captured in system memory, in response to a command received by the on-line viewer. Using the host-site, the
10 viewer or customer is linked to the retailer's apparel site and images are passed from that site for view by the shopper. An email image is sent as a gift to a recipient (with the recipient modeling the selected apparel) and the recipient selects or shops for different apparel to try on. Once selected, the giver is billed for the transaction.